Examination Booklet

Selling / Starting Your Own Business

Selling/Starting Your Own Business

Examination

EXAMINATION NUMBER:

01280300

When you feel confident that you have mastered the material in the study units *The Skills and Methods of Selling* and *Starting Your Own Business,* go to http://www.takeexamsonline.com and submit your answers online. Submit your answers for this examination as soon as you complete it. *Do not wait until another examination is ready.*

Note: **When you receive your examination evaluation after submitting your answers for grading, page references will show the stock numbers of your study units (e.g., 012034) and then the page number in that unit. The stock number appears on the cover of each study unit.**

Questions 1–40: Select the one best answer to each question.

1. Which one of the following is an example of an open-ended question?

   A. How much did you plan to spend on a sofa?
   B. Will your children be using this room?
   C. Did you want the fruitwood finish?
   D. Is it okay to deliver on Saturday?

2. Which one of the following reasons *best* explains why you should suggest an electrician who has a license?

   A. Electrical wiring is dangerous work.
   B. Insurance is easier to get if you use someone with a license.
   C. A lot of electrical work requires a permit and must be inspected.
   D. Federal law requires that all electricians be licensed.

3. Which one of the following statements is an example of an assumptive close?

   A. Well, it looks like we have a decision. Shall I order it for you?
   B. Which of the two finishes do you prefer?
   C. This is our last baker's rack. Did you want to take it with you?
   D. I'll call you tomorrow to see what you've decided.

4. What is pre-shopping?

   A. Taking your client shopping before you accept a decorating job
   B. Shopping on your own with your client's needs in mind
   C. Shopping by catalog to determine your client's needs
   D. Taking your client to a trade-only showroom

5. What characteristic of a good salesperson would help overcome a client's objection to a high price?

   A. Record-keeping ability
   B. Motivation
   C. Listening skills
   D. Product knowledge

6. Suppose you're purchasing a table for a client. The showroom you're dealing with lists the table at $1,200, and you receive a discount of 30%? What will you have to pay for this table?

   A. $360
   B. $600
   C. $840
   D. $1,560

7. Which one of the following sentences should you *avoid* in the selling process?

   A. I can arrange that delivery for you.
   B. My preference is the Victorian style.
   C. Of course I will place that special order today.
   D. I can let you know when our next sale begins.

8. Which of the following individuals would carry the most weight as a reference to vouch for your good *credit standing?*

   A. A family member
   B. A member of the clergy
   C. Your former employer
   D. Your attorney

9. Which one of the following would you file under an item section?

   A. The budgetary concerns of your client
   B. The specific product in which your client is interested
   C. An alphabetical list of your clients
   D. A reminder to call the client after delivery

10. Which of the following strategies would you use to attract customers if you want to combine retail sales with decorating?

A. Concentrate on placing classified advertising in upscale publications.
B. Plan to run a large display ad in the local newspaper at least once a week.
C. Locate your business on the ground floor and show an attractive window display.
D. Advertise exclusively in the Yellow Pages.

11. The *primary* purpose of qualifying clients is to

A. establish their buying needs and help them fulfill those needs.
B. find out what their budget is and if they can afford your product.
C. determine if they'll spend enough to be worth your time.
D. close the sale.

12. Why should you prefer to have your clients contract with tradespeople rather than doing it yourself?

A. Your clients will probably be able to get a better price for this type of work.
B. Working with tradespeople isn't part of a decorator's responsibility.
C. Most state laws forbid decorator's from subcontracting for a client.
D. Your business will assume less risk and liability.

13. A cold call is a

A. call to explain a delay in delivery.
B. call to arrange a home visit.
C. call to announce a new collection.
D. rehearsed call to a potential client.

14. Suppose an electrician is charging a client $600 for a job. If you normally charge clients 10% of a fee for supervising the work of contractors, how much will you charge the client for this job?

A. $40
B. $60
C. $100
D. $120

15. Which one of the following statements *accurately* reflects a characteristic of selling?

A. It's based on the salesperson's knowledge of good decorating.
B. It's a skill that can be learned and honed over years of practice.
C. It's a technique that can be applied in the same way to all clients.
D. It's a rigid system that can be applied the same to all clients.

16. When are estimated taxes due?

A. Every month
B. Quarterly
C. Twice a year
D. April 15

17. Which one of the following statements describes a benefit?

A. The drawers are finished on the inside with a lacquer coating.
B. There are dustcovers between the drawers.
C. The gear system on this table makes it easy to open by only one person.
D. The sofas are self-decked.

18. Which one of the following is considered a support group for an interior decorator?

A. Warehouse company
B. Carpenter
C. Upholsterer
D. Furniture showroom

19. What type of buyer would say, "I like all of these patterns. I don't know which one to choose"?

A. Dominant
B. Expressive
C. Solid
D. Analytical

20. A self-employment tax is a

A. fee that you must pay to the government when you set up a business.
B. tax paid in place of Social Security tax.
C. second tax you pay to a manufacturer when you buy at wholesale and sell at retail.
D. tax you charge your customers.

21. Suppose you're calling a client to arrange for a meeting to discuss some fabric samples you've just received. What is the *first* thing you should say after you identify yourself?

A. I'd like to show you some new fabric samples I've just received.
B. Can you come in tomorrow afternoon to see some new fabric samples?
C. Is this a good time for you to talk?
D. I think you're really going to like the new samples I've received.

22. When tradespeople submit an estimate for work to be done, why should they also provide a written job description?

A. Your clients require a copy with their final bill.
B. State law requires it.
C. You need it to verify that the subcontractor is quoting on everything you require.
D. You must keep this information in your source file for future reference.

23. The *best* style of selling to adopt is

A. that of a dominant who is decisive and prepared.
B. that of a solid because we all buy furniture based on what our family likes.
C. that of an expressive who is fun to be around.
D. that which you develop to reflect your personality and comfort level.

24. Billing on a straight-fee basis means that your clients pay you

A. a set fee for your decorating services.
B. a markup on the amounts you've paid to your suppliers.
C. what you spent on all materials and pay no markup at all.
D. 50% of the fee at the start of the job and 50% when you're finished.

25. As a general rule, a client's first impression of you will be based on

A. your overall appearance.
B. your ability to make eye contact.
C. your product knowledge.
D. the reputation of your store.

26. When should you give your client a signed copy of the inventory list?

A. When you make your presentation
B. When the job is finished and everything is installed
C. Just before you proceed with the installation
D. During your initial meeting

27. The close can be defined as

A. describing a product.
B. saying good-bye to a client.
C. delivering an order.
D. making the sale.

28. When should you present a cost list to a client?

A. At the time of your first meeting
B. After the visual presentation
C. Immediately after installation
D. When you send the final invoice

29. At what stage of the selling process should you ask a question like "What do you generally use this room for?"

A. Opener
B. Needs
C. Presentation of a product
D. Benefits

30. Which one of the following statements expresses a characteristic of a single proprietorship?

A. You must use your own name for the name of the business.
B. It has a legal entity over and above that of its owners.
C. All sole proprietorships must file a DBA form.
D. Your personal assets are part of your business assets.

31. Which one of the following is a *good* example of an urgency form of closing?

A. Your husband will love it. When can you bring him in to see it?
B. You really like it, so why not buy it?
C. The sale on this item ends tomorrow.
D. We accept all major credit cards.

32. As a self-employed person, why are you required to pay estimated taxes?

A. Taxes aren't automatically withheld from your paycheck as when you work for someone else.
B. You have the potential to become extremely wealthy as a self-employed person.
C. Social Security tax is an obligation of all citizens.
D. You don't have any employees who are paying federal taxes.

33. When should the approach be made?

A. Immediately after the clients walk in the door
B. When it appears that the clients want to buy something
C. Just before the clients look as though they're ready to leave the store
D. At whatever point you judge that the clients are comfortable in the store

34. Every month you should set aside some time to keep track of records, invoices, and accounts. Approximately how long should this job take?

A. One or two hours
B. About half a day
C. A day or two
D. At least a week

35. A follow-up system is

A. a way to increase sales.
B. the best way to keep your clients from going elsewhere.
C. a good way to remember birthdays and anniversaries.
D. an organized plan to maintain good client service and relations.

36. A decorating program is

A. a listing of everything that the client wants in a decorating scheme.
B. your copy of a contract, signed by your client.
C. an inventory list of items you'll need for a project.
D. part of your portfolio.

37. Which one of the following statements describes a *feature?*

A. This sofa comes in 70 patterns.
B. The keyboard tray glides so easily.
C. This finish can withstand rough use.
D. The chair cushions are so comfortable.

38. For which one of the following jobs should you contract to a finish carpenter?

A. Moving a door
B. Adding a window
C. Moving a wall to make a room larger
D. Building built-in shelves around a fireplace

39. Which one of the following questions should be used for qualifying a client?

A. How much do you want to spend?
B. Have you ever been to our city before?
C. What kind of work do you do?
D. How old are you?

40. Why should the person making draperies for your project measure the client's windows?

A. Then the drapery maker is responsible for the finished product.
B. Windows are seldom standard sizes.
C. Lined draperies require special measurement.
D. Drapery makers use special measuring tools that you don't have.